

# Fashion Calendar 1947

JANUARY

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 26, 1947</u>			
Friday Sept. 26 1:00 P.M.	FASHION SHOWING BY TELEVISION Showing of accessories for dogs over the "Eye for Fashion" television program. Producer: Lee Cooley of McCann-Erickson. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact: CI. 7-8300.	SWIFT & COMPANY	WNBT CHANNEL 4
Friday Sept. 26 7:30 P.M.- 11:00 P.M.	"THE GIRL OF THE YEAR" FASHION SHOW Annual open-house celebration at the Bklyn YWCA, showing newest fashions for the business girl, presented by The Namm Store. Open to all Bklyn YWCA groups. Publicity: Rose Mendelson, TR. 5-5700.	THE NAMM STORE BROOKLYN	BROOKLYN YWCA 30 THIRD AVENUE
Sept. 28	DAYLIGHT SAVING TIME ENDS (Sunday) -- Move clocks back one hour.		
<u>WEEK BEGINNING MONDAY, SEPTEMBER 29, 1947</u>			
Monday Sept. 29 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Custom-made and ready-to-wear fashions by Peggy Roth. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Contact: Peggy Roth, PL. 8-2904. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEGGY ROTH (400 PARK AVE.)	ST. REGIS HOTEL ROOF
Monday Sept. 29 9:00 P.M.	AMERICAN FASHION CRITICS' AWARD Coty will present the fifth annual American Fashion Critics Award to four outstanding fashion designers. <u>Attendance strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	CITY HALL
Monday Sept. 29- October 4	THIRTY-NINTH ANNUAL NATIONAL BUSINESS SHOW America's efficiency exposition since 1904. Open 1:00 P.M. to 10:00 P.M. daily. Managing director: Frank E. Tupper. Publicity: John O'Keefe, MU. 2-3730.	NAT'L BUSINESS SHOW CO.	GRAND CENTRAL PALACE LEX. AVE. AT 46TH ST.
Week Of Sept. 29	PUBLICATION OF "YOURS" NEW WOMEN'S MAGAZINE New quarterly magazine, devoted to careers for women, containing fact, fiction, latest fashion, health and beauty, travel, sport, and inspirational articles by Ann Delafield, Adelia Bird Ellis, Dr. Louis Bisch, and others. Price 50 cents per copy. Contact: Miriam Reichl, editor, LO. 3-6906.	ARCHWAY PRESS (41 WEST 47TH ST.)	NEWSSTANDS
Cancelled Sept. 30	ALFRED RAINER'S PRESS SHOWING OF HIS NEW FUR COLLECTION, ORIGINALLY SCHEDULED FOR TUESDAY, SEPT. 30, AT 10:00 A.M. HAS BEEN CANCELLED.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 30 10:00 A.M. Breakfast	PREVIEW OF THIRTY FABRIC DESIGNS Edward Fields will introduce approximately 30 fabric designs, created and hand-printed by Donelda Fazakas. Among the designs to be shown are: "Smoke Rings", "Bone of Contention", "Sassafras", "Ching", and "Fauna". Attendance by invitation. Publicity: Doris Herzig, Franklin Fisher and Associates, Inc., MU. 9-3414.	EDWARD FIELDS	509 MADISON AVENUE
Tuesday Sept. 30 1:30 P.M.	"PAINTINGS OF THE YEAR" FOURTH COMPETITION Formal inauguration of the exhibition "Paintings of the Year" from Pepsi-Cola's Fourth Annual Competition of 159 Contemporary Paintings, chosen by juries of art experts as the best produced in America today. The awarding of prizes and fellowships will take place in the Sculpture Court, ground floor. Attendance by invitation only. Exhibition will be open to public, free, from Oct. 1 to Nov. 2, 10:00 A.M. to 5:00 P.M. Special evenings, Tuesday and Thursday, 7:00 P.M. to 10:00 P.M. Contact: Ruth R. Maier, Supervisor, PL. 5-4306.	PEPSI-COLA COMPANY	NAT'L ACADEMY OF DESIGN 1093 FIFTH AVENUE
Tuesday Sept. 30 2:30 P.M.- 3:30 P.M.	WOMEN'S FASHIONS FOR FALL AND WINTER Lord and Taylor will present the Fall and Winter collection from the Women's Shop including casual, afternoon and evening fashions. Press by invitation. Publicity: Gloria Carr, WI. 7-3300, Ext. 421.	LORD & TAYLOR	4TH FLOOR
Cancelled Sept. 30	RUSSEKS ANNUAL "PINK CHAMPAGNE" PARTY, PREVIEWING THEIR NEW DESIGN STUDIO FUR COLLECTION HAS BEEN CANCELLED. THESE FURS WILL BE SHOWN AT A LUNCHEON FASHION SHOW AT THE WILDORF-ASTORIA ON WEDNESDAY, OCTOBER 8. (See Page 5)		
Tuesday Sept. 30 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE AND RESORT CLOTHES Bestlyne will present their new Reelpoise beach and play fashions for cruise and resort wear, at a cocktail party for the press. By invitation only. Publicity: Sherry Kieran, Ray Austrian Associates, MU. 5-7511.	BESTLYNE COMPANY	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 30 5:00 P.M.	OPENING: "DEPARTMENTS FOR BETTER LIVING" Press preview of Abraham & Straus' newest devices for home comfort and beauty, including Home Appliances, Silver, China, and Glass; and a "Dream Kitchen" created by Mary Margaret McBride. There will also be: 7 complete kitchens in action; a modern family bathroom; continuous demonstrations of more than 134 kinds of major appliances; cooking classes conducted by Bklyn Union Gas Company; table settings by 14 famous men; a silver gift display by Lester Gaba; flower arrangements by Jack Kelly; and all the newest housewares. Preview by invitation only. Open to public on Thursday, Oct. 2. Contact: Frances Bemis, TR. 5-7200, Ext. 307.	ABRAHAM & STRAUS BROOKLYN	5TH FLOOR
Tuesday Sept. 30 5:00 P.M.	PRESS PREVIEW OF FALL SHOE COLLECTION Fall showing of Delman's shoes will be presented to the press. Attendance strictly by invitation. Publicity: Jean Haviland, PL. 5-4156.	DELMAN AT BERGDORF-GOODMAN	754 FIFTH AVENUE DELMAN SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 30 5:30 P.M.- 7:00 P.M.	SHOWING OF SHEER WOOL SPRING PRINTS Fashion and fabric showing of Sheer Wool Prints for Spring, presented at the International Wool Secretariat Salon. Attendance by invitation only. Publicity: Muriel Patchen, PL. 5-1861.	INTERNATIONAL WOOL SECRETARIAT	201 EAST 57TH STREET SALON
Wednesday October 1 1:00 P.M. Luncheon	LUNCHEON SHOWING OF NEW FASHIONS "In The Looking Glass" -- reflections of the new Fall fashions and those to come, presented by The Tailored Woman. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL.5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday October 1 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter hats and fur hats by Leora Creations (formerly House of Cesar) during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Sara Colton, PL. 8-1519. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LEORA CREATIONS (30 EAST 54TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday October 1 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Hattie Carnegie will present a "Fashion Gala" during luncheon. Jewels by Cartier. Press strictly by invitation. Public by reservation. For reservations, contact Miss Olsen, PL. 3-1740, Ext. 55. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	HATTIE CARNEGIE	HOTEL PLAZA TERRACE ROOM
Wednesday October 1 2:30 P.M.	DESIGNER COLLECTION OF SUITS AND COATS Altman's will present designer coats and suits in fabrics by Pola Stout. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday October 1 4:00 P.M.	MADE-TO-ORDER MILLINERY FASHIONS <u>Attendance strictly by invitation.</u> (This showing had originally been scheduled for Sept. 29.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH AVENUE AT 57TH ST.
Wednesday October 1 4:00 P.M.- 7:00 P.M.	INTRODUCTION OF FRENCH PERFUME BY GRES Cocktail party at apartment of Laurence Harris to introduce the new perfume "A", first perfume by the French couturiere Gres. Attendance by invitation only. Contact: Betsy Anne Schellhase, Redfield-Johnstone, Inc., PL. 3-6120.	LAMARTINE	455 EAST 51ST STREET
Thursday October 2 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Presentation of Dein-Bacher's 1948 fur collection during luncheon. (Opening of the Sert Room with a special Thursday luncheon fashion presentation, to be followed by regular Wednesday shows.) Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Dein-Bacher contact: Miss Courtney, PL. 9-5913. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 2 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE AND RESORT WEAR Sun-Surf Modes presents its new line of play fashions for the cruise and resort season, at a cocktail party for the press. Attendance by invitation only. Publicity: Anita Pine, BR. 9-9350.	SUN-SURF MODES	HAMPSHIRE HOUSE COTTAGE
Monday October 6 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOWING Fall and Winter fashions will be presented by Peg Newton--"the tall gals' haven" at the St. Regis Iridium Room. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500; Ext. 123. Peg Newton Publicity: Maxine Joyce, Jack Goehring Co., CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL IRIDIUM ROOM
Monday October 6 4:00 P.M.	PRESS SHOWING OF WINTER FURS Ackerman-Blatt will present a showing of their new Winter furs to the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ACKERMAN-BLATT	60 EAST 56TH STREET SALON
Beginning Monday October 6	OPENING OF RESORT AND SPRING LINES Presentation of the only lines to be shown by member firms for the entire Spring and Resort Season. (Fall lines were shown in May, and Summer merchandise will be presented in February). Members who will show their lines include: <u>Monday, October 6</u> SPORTCRAFT, 550 7th Ave. STAR-MAID DRESSES, 498 7th Ave. <u>Tuesday, October 7</u> ADLER & ADLER, 550 7th Ave. KANE-WEILL, INC., 498 7th Ave. Contact individual manufacturers.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
		<u>Wednesday, October 8</u> DAVIDOW, 550 7th Ave. DAVID M. GOODSTEIN, 550 7th Ave. MUTUAL ROSENBLUM CO. 498 7th Ave. <u>Thursday, October 9</u> CHARLES M. NUDELMAN, 550 7th Ave. ZOLTAN-ROSENBERG 550 7th Ave.	
Monday October 6	CALIFORNIA CORSET AND BRASSIERE ASSOCIATION'S SPRING MARKET OPENING IN LOS ANGELES. Contact: Calif. Apparel Creators, 756 S. B'way, L. A. 14.		
Tuesday October 7 9:00 A.M. Breakfast	PRESENTATION OF RESORT COLLECTION Margaret Newman's Resort Collection will be shown to press and buyers. Commentator: Florence Pritchett. Hats by Walter Florell; bags and shoes by Clair Kennedy. Gloves by Wear Right. Attendance by invitation only. Publicity: Charlotte Parker, CI. 7-8060. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	MARGARET NEWMAN ORIGINALS (MIAMI, FLA.)	HOTEL PIERRE COTILLION ROOM
Tuesday October 7 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Walter Florell will present his new Winter hat collection at the Ritz-Carlton's first luncheon fashion show for the Fall and Winter season. Press by invitation. Public by reservation. For reservations, contact PL. 3-4600, Ext. 20. Contact: Miss Jean, PL. 5-0895. Ritz-Carlton Fashion Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ-CARLTON HOTEL OVAL ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 7 4:30 P.M.- 6:00 P.M. Cocktails	RESORT COLLECTION AT COCKTAIL SHOWING Frances Sider will present her resort collection of playclothes, blouses and bathing suits. Showing at 5:00 P.M. For press and trade, by invitation only. Contact: Ann Rabin, BR. 9-3790.	FRANCES SIDER	HOTEL PLAZA TERRACE ROOM
Beginning Tuesday October 7- December 16	SEVENTH FASHION TRAINING COURSE Seventh annual course, "Fashion Jobs", sponsored by The Fashion Group, Inc., and consisting of ten 2-hour sessions each week from 7:30 to 9:30 P.M., with key speakers at each meeting. These include experts in various phases of the entire fashion field, including fashion markets, fabric styling, designing trends, buying, coordination, advertising, display, publicity, and editorial. Three prizes will be awarded for essays written on the course: one of \$100, and two of \$50. Tuition fee for the series: \$15.00; or \$2.00 for each individual lecture. Only those taking the entire course are eligible for a cash prize. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	PRINCE MATCHABELLI CROWN ROOM(711 FIFTH)
Wednesday October 8 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Lenesta will present her Winter and Cruise collections of original hats during luncheon. Press by invitation. Public by reservations. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Lenesta Publicity: Mildred Kaldor, BR. 9-9399. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LENESTA	HOTEL PIERRE COTILLION ROOM
Wednesday October 8 1:00 P.M. Luncheon	DESIGN STUDIO FURS BY RALPH MARANO Luncheon preview of Ralph Marano's "New Look" collection of Design Studio Furs, over Russeks' "New Look" collection of latest French imports. Press by invitation. Public by reservation. For reservations, contact: "Frank" headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf-Astoria Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday October 8 2:30 P.M.	DAYTIME AND EVENING DESIGNER COLLECTION Fashion showing of designer collection of daytime and evening dresses. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday October 8 4:30 P.M. Cocktails	SHOWING OF SPRING COLLECTION AT COCKTAILS Linsk of California and Linsk of Philadelphia will present their Spring lines at a cocktail party and fashion show. Press and trade by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.	LINSK OF CALIFORNIA; LINSK OF PHILADELPHIA	HAMPSHIRE HOUSE COTTAGE
Thursday October 9 12:30 P.M.	FASHION SHOW AND LUNCHEON Showing of fashions by Nettie Rosenstein and Suzanne Augustine; hats by Madame Pauline; furs by Maximilian; jewels by John Rubel. Commentator: Katharine Vincent, fashion editor, Herald Tribune. Special guests: Virginia Pope, fashion editor, N.Y. Times; Laura Hobson, author of "Gentleman's Agreement". Honorary Chairman: Mary Margaret McBride. Price of tickets \$4.00. Contact: Mrs. Franklin J. Leerburger, Friends of Democracy, 137 E. 57th St., PL. 8-2588.	FRIENDS OF DEMOCRACY-- WOMEN'S DIVISION	HOTEL PLAZA GRAND BALLROOM



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Thursday October 9 1:00 P.M. Luncheon	FASHIONS AND PERFUME AT LUNCHEON SHOW Milgrim will present their new fashions, coordinated with Lentheric perfume, at a luncheon fashion show. Press by invitation. Public by reservation. For reservations, contact Miss Olsen, PL. 3-1740, Ext. 55. Lentheric Publicity: Jill Jessee, PL. 3-6300. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Fashion Publicity: Dorothy King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	LENTHERIC; MILGRIM	HOTEL PLAZA TERRACE ROOM
Thursday October 9 3:00 P.M.	FASHION SHOWING OF CUSTOM-MADE ORIGINALS First N. Y. showing of original, custom-made creations for tailored, afternoon, and evening wear. Hats will also be shown. Attendance by invitation only. Contact: PL. 9-5685.	IRENE de SANCY	71 EAST 57TH STREET SALON
Thursday October 9 4:30 P.M. Cocktails	PRESS SHOWING OF NEW RESORT FASHIONS Adler and Adler will present a showing of Resort, Spring, Travel, and Country fashions to the press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.	ADLER AND ADLER INC.	550 SEVENTH AVENUE SHOWROOM
Friday October 10- October 23	PARIS FASHION FLIGHT -FOR INVITED PRESS Original San Francisco fashions will be shown in the French capital for the first time on a fashion flight to Paris, sponsored by the San Francisco Manufacturers and Wholesalers Association and the City of San Francisco. Chartered Matson Sky Liners will carry representatives of the U. S. Press, invited government officials, and Hollywood stars, to Paris and return. A completely representative collection of advance Spring fashions from the California market will be shown. Contact: Adolph P. Schuman (Pres. of Mfrs. and Wholesalers Assn. of San Francisco), Lilli Ann Co., 973 Market St., San Francisco, telephone: Douglas 2182.	SAN FRANCISCO MFRS. AND WHOLESALERS ASSN.	PARIS, FRANCE
October 12	COLUMBUS DAY (Sunday).		
Monday October 13 1:00 P.M. Luncheon	LUNCHEON SHOWING: FALL AND WINTER FURS New Fall and Winter furs by Revillon Freres will be presented at the St. Regis Hotel during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Contact Revillon Freres, CI. 7-7343. St. Regis Fashion Publ.: Mary Alice Rice, CI. 6-1790.	REVILLON FRERES	ST. REGIS HOTEL IRIDIUM ROOM
Postponed October 13	THE PRESS PREVIEW OF CUSTOM MADE ORIGINALS IN NEW SWISS FABRICS, ORIGINALLY SCHEDULED FOR MONDAY, OCT. 13, AT 3:30 P.M. HAS BEEN POSTPONED TO MONDAY, OCT. 20 AT 3:30 P.M. (See Page 7).		
Monday October 13 4:00 P.M.- 6:00 P.M. Cocktails	MIAMI FASHION SHOW IN NEW YORK For the first time, over 30 Miami designers will present a N.Y. fashion showing, introducing their first market week in N.Y. For press and leading fabric mills, by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	MIAMI FASHION COUNCIL	HOTEL NEW YORKER PARLORS F AND G
Postponed October 14	THE SHOWING OF CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS, ORIGINALLY SCHEDULED FOR TUESDAY, OCT. 14, AT 1:00 P.M. HAS BEEN POSTPONED TO TUESDAY, OCT. 21 AT 1:00 P.M. (See Page 8).		



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Tuesday October 14 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS Jonai will present, during luncheon, custom-order and ready-to-wear originals, including street, evening and dinner clothes, coats and suits. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Ritz Publ.: Marion Morrison, PL. 3-4600.	JONAI (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday October 15 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY SHOW Dillard Long will present his bridal millinery, in addition to new Fall and Winter hats. Press by invitation. Public by reservation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Contact: Dillard Long, PL. 9-4852. Publicity: Florence Lanthier, EL. 5-3644.	DILLARD LONG	HOTEL PIERRE COTILLION ROOM
Wednesday October 15 1:00 P.M. Luncheon	WINTER FASHIONS AT LUNCHEON SHOW New daytime and evening fashions for Winter, in addition to some furs. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter: EL. 5-3000. Publicity: Nona James, VO. 5-3440. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	GUNTHER	WALDORF-ASTORIA SERT ROOM
Beginning Wednesday October 15	NINETEENTH ANNUAL ADVG SURVEY COURSE Opening night of advertising course, with lectures to begin on Monday, Oct. 20. The 24 Monday lectures will be conducted each week at 7:00 P.M. by advertising authorities. Cost of course \$12.00. Contact: Advertising Women of New York, 1233 Sixth Ave., CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Thursday October 16 1:00 P.M. Luncheon	HOLIDAY MILLINERY AT LUNCHEON SHOW Cesar Rubio will present his Holiday and Winter millinery. Special make-up by Gourielli. Press by invitation. Public by reservation. For reservations, contact Miss Olsen, PL. 3-1740, Ext. 55. Publicity: Leonard MacBain, PL. 5-5860. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	CESAR RUBIO	HOTEL PLAZA TERRACE ROOM
Monday October 20 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Harra will present the latest fur creations during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	HARRA FURS (15 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday October 20 3:30 P.M. Tea, Cocktails	CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS Press preview of custom-made originals for the resort season and for special occasions in new Swiss sheer luxury fabrics. Members of the American Dressmakers Ass'n including the designers of the custom-order divisions of Henri Bendel, Bergdorf Goodman, Bonwit Teller, Hattie Carnegie, Jay Thorpe, Milgrim, Saks Fifth Avenue, Stein & Blaine, also Farquharson and Wheelock (Herman Patrick Tappe), and other leading American designers of custom-order departments, are cooperating in this combined collection presentation. First Post-War Swiss Fabric Fashion Show to be held in the U.S.A. By invitation only. Contact: MU. 5-0238.	SWISS FABRIC GROUP; AMER. DRESSMAKERS ASSN.	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday October 20	<p>OPENING OF FOGA SPRING LINES</p> <p>Guild members who will present their lines include:</p> <p>HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEIESCH, WERSBA &amp; COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN &amp; CO., INC. FRED GREENBERG DRESS CO.</p>	<p>FASHION ORIGINATORS' GUILD OF AMERICA</p> <p>JOSEPH HALPERT, INC HORWITZ &amp; DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN &amp; GRABOIS SAMUEL KASS GOWNS LA RUE DRESSES DAVID LEONARD &amp; LEVINE MARY LEE, INC. MORRIS &amp; MARCUS</p>	<p>INDIVIDUAL NEW YORK SHOWROOMS</p> <p>PARNIS-LIVINGSTON BEN REIG C.H.D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE JANET TAYLOR HANNAH TROY, INC.</p>
Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.			
Tuesday October 21 1:00 P.M. Luncheon	<p>CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS</p> <p>Combined showing in custom-order resort fashion originals as prepared by the members of the American Dressmakers Ass'n and other leading American designers of custom-order apparel, interpreting in fashion the rare beauty of the new fabrics from Switzerland, recently arrived in the USA. For the public by invitation only. Contact: MU. 5-0238.</p>	<p>AMER.DRESSMAKERS ASSN.; SWISS FABRIC GROUP</p>	<p>HOTEL PIERRE COTILLION ROOM</p>
Tuesday October 21 4:00 P.M.- 6:00 P.M. Cocktails	<p>FACE AND BODY CONTOUR DEMONSTRATION</p> <p>Cocktail party for beauty and fashion press, with a special program at 5:00 P.M. by Manya Kahn, specialist in face and body contour for 15 years. Attendance by invitation. Publicity: Eleanor Rowlands, MO. 4-9292.</p>	<p>MANYA KAHN</p>	<p>53 WEST 57TH STREET STUDIO</p>
Wednesday October 22 1:00 P.M. Luncheon	<p>NEW FOX FURS AT LUNCHEON SHOWING</p> <p>Fox Fur Farmers of North America are presenting a fashion show of new and original designs in platinum and silver fox furs during luncheon. Press by invitation. Public by reservation. For reservations, contact, "Jack", headwaiter, RE. 4-5900. Publicity: Martha Percilla, Abbott Kimball Co., Inc., PL. 3-9600. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.</p>	<p>FOX FUR FARMERS OF NORTH AMERICA</p>	<p>HOTEL PIERRE COTILLION ROOM</p>
Wednesday October 22 4:00 P.M. Cocktails	<p>MOVIE: "UNDERMATING FIGURES FOR FASHIONS"</p> <p>Blackton Fifth Avenue will present a movie in color and sound, entitled "Undermating Figures for Fashions". Theme: Showing underthings coordinated in Fit, Form and Color and the latest underneath fashions in "Undermates". Film will later be presented to the public daily in their modern Figure Fashion Theatre. Attendance by invitation only. Publicity: Albert Blackton, LO. 5-2065 or Margaret Kent, WI. 7-8843.</p>	<p>BLACKTON FIFTH AVENUE</p>	<p>398 FIFTH AVENUE</p>
Thursday October 23 4:00 P.M. Cocktails	<p>PRESS PREVIEW OF NEW BUILDING</p> <p>Informal opening for the press a Frank Brothers' new building, dedicated to good taste in shoes and accessories for men and women. The entire interior of the building was styled and designed by Dorothy Draper. (This preview had originally been scheduled for Sept. 18.) Publicity: Doris Newman, Dundes &amp; Frank, LO. 3-1633.</p>	<p>FRANK BROTHERS</p>	<p>9 EAST 57TH STREET</p>



MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Saturday Sept. 27	<p>OPENING: "OUR LAN'" ROYALE THEATRE, 45TH ST. WEST OF B'WAY</p> <p>The Theatre Guild presents Eddie Dowling and Louis J. Singer's production of "Our Lan'" by Theodore Ward. The company of 42 is headed by Julie Haydon, Valerie Black, Muriel Smith, William Veasey. Directed by Eddie Dowling and Edward R. Mitchell. Settings: Ralph Alswang. Publicity: Sol Jacobson, CH. 4-7465.</p>
Saturday Sept. 27- October 3	<p>NEW YORK CITY OPERA NEW YORK CITY CENTER, 131 WEST 55TH ST.</p> <p>Sept. 27, CARMEN; Sept. 28, (Mat.) RIGOLETTO, (Eve.) EUGENE ONEGIN; Oct. 2, WERTHER; Oct. 3, SALOME. Contact: CI. 6-8989.</p>
Monday Sept. 29	<p>OPENING: "THE HEIRESS" BILTMORE THEATRE, 47TH ST. WEST OF B'WAY</p> <p>Period play of the 1850's by Ruth and Augustus Goetz, taking place in N. Y.'s Washington Square, with Basil Rathbone, Wendy Hiller, and Patricia Collinge. Producer: Fred F. Finklehoff. Director: Jed Harris. Settings: Raymond Sovey. Costumes: Mary Percy Schenck. Publicity: William Doll, MU. 5-6008.</p>
Tuesday Sept. 30	<p>OPENING: "HOW I WONDER" HUDSON THEATRE, 44TH ST. EAST OF B'WAY</p> <p>Garson Kanin and Ruth Gordon, in association with Victor Samrock and William Fields, present Donald Ogden Stewart's new play. Raymond Massey stars, and cast includes Carol Goodner, Everett Sloane, Meg Mundy, Wyrley Birch. Director: Garson Kanin. Settings: Donald Oenslager. Costumes: Helene Pons. Publicity: William Fields, CI. 5-7930.</p>
Wednesday October 1	<p>OPENING: "COMMAND DECISION" FULTON THEATRE, 46TH ST. WEST OF B'WAY</p> <p>Kermit Bloomgarden, in association with Sydney Phillips, presents the new William Wister Haines play with an all-male cast, based on the best selling novel, describing an Air Force general and the obstacles he encounters in wiping out jet plane manufacture in Germany. Featured are Paul Kelly, Jay Fassett, Paul McGrath. Directed by John O'Shaughnessy. Setting by Jo Mielziner. Publicity: Richard Maney, WI. 7-6939.</p>
Thursday October 2	<p>OPENING: "MUSIC IN MY HEART" ADELPHI THEATRE, 54TH ST. EAST OF B'WAY</p> <p>Henry Duffy will present a new musical, with book by Patsy Ruth Miller, based on a romantic episode in the life of Tschaikovsky. The company of 70 includes Marguerite Piazza, Robert Hayden, Jan Murray and Robert Carroll. Music by Tschaikovsky, arranged by Franz Steininger. Director: Hassard Short. Costumes and settings: Alvin Colt. Choreography: Ruth Page. Publicity: Richard Maney, WI. 7-6939.</p>
Friday October 3	<p>OPENING: "UNDER THE COUNTER" SHUBERT THEATRE, 44TH ST. WEST OF B'WAY</p> <p>New British musical presented by Lee Ephraim, in association with the Messrs. Shubert, starring Cicely Courtneidge, and supported by the original London cast and chorus. Director: Jack Holbert. Settings: Clifford Pember. Costumes: Jacq Mar. Publicity: Claude Greneker, CI. 6-9500.</p>
Friday October 3	<p>PREMIERE: "THE UNSUSPECTED" (Movie) STRAND THEATRE, B'WAY &amp; 47TH ST.</p> <p>Warner Bros. present a new Michael Curtiz murder mystery. Joan Caulfield and Claude Rains head the cast including Audrey Totter, Constance Bennett, Hurd Hatfield. Producer: Charles Hoffman. Director: Michael Curtiz. Settings: Howard Winterbottom. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.</p>



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday	"FASHIONS OF THE	NEW YORK TIMES	N.Y. TIMES HALL
October 28-	TIMES" -- SIXTH EDITION		240 WEST 44TH ST.
October 31	Sixth annual fashion show--"Fashions of the Times"--staged by the N.Y.		
2:30 P.M.;	Times, with 2 performances daily, matinee and evening. About 150 cos-		
8:30 P.M.	tumes from the top couture and designing houses will be shown, with all		
	proceeds for the scholarship fund of the Fashion Institute of Technology		
	and Design. Tickets: \$1.80, with reservations already sold. Contact:		
	N.Y. Times Promotion Dept., LA. 4-1000.		

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## F A S H I O N      J O B S

### JOBS WANTED

FASHION AND PROMOTION DIRECTOR of prominent buying office desires change. Fabric house or publication preferred. JW-601

PUBLICITY: Over 3 years' experience in national and local fashion and beauty publicity, promotion, merchandising, public relations. Knowledge advtg. JW-602

FRENCH-ENGLISH EXPERIENCED FASHION commentator, young, attractive, alone or joint commentary with well-known radio commentator. JW-603

ASS'T TO FABRIC & FASHION COORDINATOR. 4 yrs art school, retail selling exp.; 3 yrs. textile and fashion research; lecture experience. JW-604

SECRETARY & ASSISTANT TO EXECUTIVE in fashion field. Ten years private sec'y and administrative exp. Rapid, efficient stenographer and typist. JW-605

FASHION OR SALES PROMOTION. Experience with promotion of French magazine and prominent French dress house. Excellent contacts. Fluent linguist. JW-606

PUBLIC RELATIONS & SALES PROMOTION. Excellent background and contacts with publications, manufacturers and celebrities. JW-500

### JOBS AVAILABLE

SALES PROMOTION MANAGER with new fashion house. Highly experienced in retail and wholesale selling. Good contacts. Excellent salary & commission. JA-201

INTERIOR DECORATOR to instruct two evenings a week. Professional experience necessary. JA-202

PATTERNMAKING INSTRUCTOR, man or woman, knowledge of Kaplan system; trade experience; day or evening; permanent. JA-203

### PRICE OF 4-LINE INSERTION

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